

LONDON PRIDE

Belloc, F W Hirst and C F G Masterman, he wrote a long series of anonymous articles, "describing, with such fervour and such eloquence as I could command, what these services might be made " The articles produced a great effect, in 1891, they were reprinted in a book, published in Swan Sonnenschein's *Social Science Series*, entitled *The London Programme* In the Preface, the author modestly states—

' The following pages are not presented as a contribution either to science or literature They aim at nothing more pretentious than describing, in language easily read and understood, the more important of those reforms in the administration of the Metropolis which are often known as [£] The London Programme ' The present exposition of that programme is in no sense authoritative, and the writer has no other warrant for his task than a lifelong acquaintance with London, and a very real and deep affection for his native city "

At the close he says

"We should 'municipalise' our Metropolis, not only in older to improve its administration, but as the best means of developing the character of its citizens "

Nearly a dozen leaflets, also of his authorship, were in 1891 published by the Fabian Society'and

"the free distribution of this incendiary literature went a long way to the construction of a municipal programme This was clinched, as the second election approached, by the organised presentation to each of the candidates, by scores and sometimes hundreds of his own electors, of signed ' Questions for London County Councillors,' to which the elector demanded written replies, intimating that only the candidates giving favourable answers would receive his vote The device was then a novelty, and it succeeded, not only in forcing a whole

series of reforms
on the attention of the candidates, but also in
convincing them
that these were the reforms that London
required By articles
in the Press and by incessant lectures in the
Radical Clubs, we
had seen to it that these particular ideas were 'in
the air' When
the L C C election of 1892 produced a large
majority of Coun-